

amount sufficient to permit the formation of the single phase homogeneous admixture, mixing said plasticized components to form a single homogeneous gum base mass, and optionally, adding a third phase of components to said homogeneous mass to again yield a single phase homogeneous gum base mass, which contains desired product characteristics.

25. A single phase formulation for a homogeneous gum base composition containing an elastomer and a resin in the absence of other gum base components required to compatibilize said elastomer comprising a plasticized non-styrene-butadiene elastomer and a plasticized resin, said elastomer being plasticized to make it compatible with other gum base components by adding a plasticizer selected from the group consisting of polyisoprene, petrolatum, liquid petroleum hydrocarbons, squalane, squalene, and mineral oil in an amount sufficient to permit formation of the single phase homogeneous admixture, said plasticized resin being plasticized to make it compatible with other gum base components and with said non-styrene-butadiene elastomer by adding a plasticizer in an amount sufficient to permit formation of the single phase homogeneous admixture.

26. The gum base composition of claim 25 wherein said elastomer is one of polyisobutylene and isobutylene-isoprene copolymer.

27. The gum base composition of claim 25 which further comprises a third component comprised of fillers, emulsifying agents, softening agents, texturizing agents and waxes.

28. The gum base composition of claim 25 wherein said resin is selected from the group consisting of polyvinyl acetate, polyvinyl butyl ester, copolymers of vinyl esters and vinyl ethers, polyethylene, ethylene-vinyl acetate copolymers, vinyl acetate-vinyl alcohol copolymers, and vinyl acetate-vinyl laurate copolymers.

29. The gum base composition of claim 28 wherein said resin is polyvinyl acetate which has a molecular weight of at least about 20,000.

30. A gum base composition as in claim 25 wherein the softness is at least about 15 one-tenth millimeters as measured with a penetrometer according to ASTM D-1321 with 100 grams at about 24.5° C.

31. A gum base composition as in claim 30 wherein the softness is at least about 20 one-tenth millimeters.

32. A gum base composition as in claim 31 wherein the softness is at least about 25 one-tenth millimeters.

33. The gum base composition of claim 25 wherein said resin is properly plasticized with a plasticizer selected from the group consisting of glyceryl triacetate, glyceryl tributyrate, trimethyl citrate, benzyl benzoate, benzyl butyrate, benzyl phenyl acetate, butyl-2-decenoate, cintronellyl butyrate, cresyl acetate, ethyl acetate, diethyl malonate, diethyl sebacate, ethylacetoacetate, diethyl tartrate, ethyl lactate, butyl lactate, acetyl triethyl citrate, diethyl succinate, diethyl malate, lactic acid, sucrose octaacetate, diacetyl tartaric acid ester of mono- and diglycerides, stearyl mono-glyceridyl ci-

trate, castor oil, succinylated monoglycerides, or lactic or glyceryl lacto esters of fatty acids, alone or in combination with acetylated monoglyceride.

34. The gum base composition of claim 33 wherein said resin is properly plasticized with a plasticizer selected from the group consisting of glyceryl triacetate, glyceryl tributyrate, diethyl sebacate, acetyl triethyl citrate, ethyl acetoacetate, ethylacetate, alone or in combination with acetylated monoglyceride.

35. The gum base composition of claim 25 which is made in the absence of filler.

36. The gum base composition of claim 25 which also comprises filler selected from the group consisting of CaCO_3 , aluminum hydroxide, alumina, magnesium carbonate, dicalcium phosphate, talc ($3\text{MgO} \cdot 4\text{SiO}_2 \cdot \text{H}_2\text{O}$), magnesium trisilicate, magnesium hydroxide, silica gel, aluminum silicates, organic fillers, and combinations thereof.

37. The gum base composition of claim 36 wherein the filler is CaCO_3 .

38. The gum base composition of claim 36 wherein the filler is talc.

39. The gum base composition of claim 25 wherein said elastomer further comprises other masticatory substances of natural origin including rubber latex solids, chicle, crown gum, nispero, rosadinha, jelutong, pendare, perillo, niger gutta, or tunu.

40. The gum base composition of claim 25 wherein said elastomer is present in said gum base in an amount of from 0.5% to about 30% by weight.

41. The gum base composition of claim 40 wherein said elastomer is present in an amount of from about 5% to about 20%.

42. The gum base composition of claim 25 wherein said plasticizer for said elastomer is present in an amount of from about 0.5% to about 40% by weight of said gum base.

43. The gum base composition of claim 42 wherein said plasticizer is present in an amount of from about 10% to about 25% by weight.

44. The gum base composition of claim 25 wherein said resin is present in said gum base in an amount of from about 5% to about 75% by weight.

45. The gum base composition of claim 44 wherein said resin is present in an amount of from about 10% to about 45% by weight.

46. The gum base composition of claim 44 wherein said plasticizer is present in an amount of from about 1% to about 25% by weight of said gum base.

47. The gum base composition of claim 46 wherein said plasticizer is present in an amount of from about 2% to about 15% by weight of said gum base.

48. A chewing gum prepared using the base as in claim 25 which includes sweeteners selected from the group consisting of mono- and disaccharides, intense sweeteners of artificial or natural origin, sugar alcohols, hydrogenated starch hydrolysates and corn syrup.

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